

EXPERIENCE

<div>Home Depot</div> <div>Sr. UX Designer</div> <div>2023 - Present</div>	<div>Led comprehensive UX research initiative for Orange Media's reporting system, partnering with Staff UX Designer to conduct stakeholder interviews and analyze data pipeline workflows; developed detailed process maps and facilitated strategic workshops to identify optimization opportunities and shape product roadmap</div> <div>Led end-to-end redesign of Home Depot's internal order fulfillment app (used by 400k+ store associates), conducted extensive UX research through interviews, surveys, and heuristic evaluation to understand users needs; collaborated with Engineering and PM to enhance critical features, driving operational efficiency and improving UMUX score by 40%</div>
<div>Amazon</div> <div>UX Designer II</div> <div>2022 - 2023</div>	<div>Led UX optimization for Amazon's physical store app through systematic A/B testing and user research, collaborating with cross-functional teams to implement data-driven design solutions that significantly improved app store ratings and reduced customer support inquiries. Designed and integrated complex ML-powered features while maintaining consistency across Amazon's enterprise design system</div>
<div>Wunderman Thompson</div> <div>UX Designer</div> <div>2021 - 2022</div>	<div>Redesigned key Microsoft Windows web pages by leveraging UX best practices and data insights, resulting in enhanced customer engagement and increased conversion rates while maintaining brand consistency. Led end-to-end design process from research through implementation for high-visibility pages serving millions of users</div>
<div>Hack for LA</div> <div>UX Designer</div> <div>2020 - 2021</div>	<div>Spearheaded user research and designed an MVP mobile app for onboarding and event planning, informed by journey maps, personas, and business requirements</div>
<div>KPMG Advisory</div> <div>Consultant</div> <div>2010 - 2019</div>	<div>Facilitated B2B customer experience strategy through real-time survey implementation and comprehensive data analysis, transforming customer sentiment insights into actionable growth recommendations that shaped product roadmaps and business strategies for Fortune 500 clients</div>

EDUCATION

General Assembly UXDI - Full Immersive - 2020	Georgia Institution of Technology - B.S. Industrial Engineering - 2010
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SKILLS / TOOLS

User research	Personas	User Testing	Jira
Journey map	Wireframes & Mock-ups	ChatGPT	Figma/Sketch
Information architecture	Prototyping	Confluence	Miro